

Free to NACE members



4 | 2013

Job Outlook 2013 Spring Update



National Association of Colleges and Employers
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ABOUT THE SURVEY

The *Job Outlook 2013 Spring Update* survey was conducted from February 11 – March 27, 2013; the survey was sent to 1,006 employer members; 196, or 19.5 percent, responded. (For a list of responding organizations, see the Appendix.)

By region, 27 percent of respondents are from the Northeast, 30.6 percent are from the Southeast, 31.1 percent are from the Midwest, and 11.2 percent are from the West.

Data are calculated on the number of respondents to each specific question. Totals may not equal 100 percent due to rounding.

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EMPLOYERS TRIM HIRING EXPECTATIONS

Employers taking part in NACE's Job Outlook Spring Update survey now say they expect college hiring to remain relatively flat. (See Figure 1.)

Overall, respondents project a 2.1 percent increase in hiring, down from the 13 percent they projected in fall 2012. The new projection is consistent with recent job reports that show job growth is less than anticipated.

Still, nearly half of respondents report plans to increase their hiring. (See Figure 3.) However, more than one-third reported plans to cut back.

Figure 1: Hiring expectations, 2013 vs. 2012

Recruiting Year	Total # of Hires	Average # of Hires	Percent Change
2012-13	27,390	146	2.1%
2011-12	26,823	143	

Figure 2: NACE Job Outlook hiring projections, 2008 - 2013



Figure 3: Hiring plans

Job Outlook	Percent Increasing Hires	Percent Maintaining Hires	Percent Decreasing Hires	Total Number of Respondents
Spring Update 2013	49.2%	15.0%	35.8%	187
Job Outlook 2013	47.5%	42.4%	10.1%	244



DEGREES AND MAJORS IN DEMAND

More than 90 percent of respondents report plans for hiring graduates at the bachelor's degree level. (See Figure 4.) Demand for M.B.A. and other master's degree graduates has increased slightly over last year; half of respondents plan to hire M.B.A.s and more than 60 percent expect to hire other master's degree majors. In comparison, last year, almost 44 percent of respondents planned to hire M.B.A.s, and 53 percent were targeting other master's degrees. At the doctorate degree level, graduates continue to receive interest from just under one-quarter of respondents.

Within the academic disciplines, employers continue to pursue graduates in the business, engineering, and computer science fields. These graduates generate the highest interest from respondents and generally represent the largest percentages of their total new recruits. (See Figure 5.)

Figure 4: Hiring expectations by degree level

Degree Level	Average Percent of New College Hires	Number of Respondents Hiring	Percent of Total Respondents Hiring
Associate	9.8%	22	11.2%
Bachelor's	80.7%	183	93.4%
M.B.A.	11.4%	98	50.0%
Master's (Other than M.B.A.)	17.9%	120	61.2%
Ph.D.	10.4%	43	21.9%

 Figure 5: Hiring expectations by major

Academic Discipline	Number of Respondents Hiring The Discipline	Percent of Total Respondents Hiring This Discipline	Average Percent of Total New Recruits Within This Discipline
Business	130	66.3%	31.4%
Engineering	124	63.3%	56.2%
Computer Sciences	101	51.5%	21.7%
Accounting	100	51.0%	21.5%
Misc. Majors	50	25.5%	15.2%
Economics	45	23.0%	10.9%
Physical Sciences	43	21.9%	14.2%
Communications	42	21.4%	2.4%
Social Sciences	40	20.4%	5.4%
Humanities	23	11.7%	7.0%
Agriculture	15	7.7%	21.2%
Education	9	4.6%	32.7%
Health Sciences	6	3.1%	6.8%



SKILLS AND QUALITIES IN DEMAND

Although degrees and majors in demand may vary from year to year, the key skills and qualities that employers seek in their new college hires remains nearly identical year after year. (See Figure 6.) Of the nine qualities cited, seven fall into the “very to extremely important” range, and the top four all earn the same rating.

Figure 6: Employers rate the skills/qualities in new college hires

Skill/Quality	Importance Rating*
Ability to verbally communicate with persons inside and outside the organization	4.5
Ability to make decisions and solve problems	4.5
Ability to obtain and process information	4.5
Ability to plan, organize, and prioritize work	4.5
Ability to analyze quantitative data	4.2
Technical knowledge related to the job	4.1
Proficiency with computer software programs	4.1
Ability to create and/or edit written reports	3.6
Ability to sell or influence others	3.4

*Weighted average. Based on a 5-point scale where 1=Not at all important; 2=Not very important; 3=Somewhat important; 4=Very important; 5=Extremely important



EMPLOYER EXPECTATIONS FOR SPRING 2013 RECRUITING

Interestingly, despite revising their hiring projections for the year, more than four out of five respondents say they will be hiring this spring for full-time and/or intern positions. (See Figure 7.)

Figure 7: Spring 2013 recruiting

	Number of 2013 Respondents	Percent of 2013 Respondents	Number of 2012 Respondents	Percent of 2012 Respondents
Full-time, only	20	10.3%	22	13.8%
Intern, only	23	11.8%	21	13.2%
Both intern & full-time	118	60.8%	93	58.5%
On-campus presence – not hiring	11	5.7%	8	5.0%
No presence – hired during fall	17	8.8%	10	6.3%
Not hiring this year	5	2.6%	5	3.1%
Total	194	100.0%	159	100.0%



EMPLOYER EXPECTATIONS FOR FALL 2013 RECRUITING

What's ahead? When asked about their fall 2013 plans, more than 30 percent say they anticipate hiring more new grads, while about half expect to keep their hiring levels even. (See Figure 8.)

Figure 8: Expectations for fall 2013 compared with expectations for fall 2012 and 2011

	Number of 2013 Respondents	Percent of 2013 Respondents	Percent of 2012 Respondents	Percent of 2011 Respondents
Hire more	60	30.8%	32.7%	28.9%
Hire Fewer	11	11.8%	8.8%	5.8%
Hire Same	92	60.8%	40.9%	41.0%
Unsure	32	5.7%	17.6%	24.3%
Total	195	100.0%	100.0%	100.0%



APPENDIX

Survey Respondents

The list below contains the names of the organizations that responded to the NACE Job Outlook 2013 Spring Update Survey. (Although 196 organizations responded, the list below includes 153, as 43 organizations preferred not to be listed.)

ABB Inc.	Charles River Associates	Ferguson Enterprises
ADP	Chevron Corporation	FirstEnergy Corporation
Advanced Micro Devices, Inc.	Chevron Phillips Chemical Company LP	Foster Wheeler AG
Aetna Inc.	Citrix Systems, Inc.	Freeport-McMoRan Copper & Gold Inc.
Agilent Technologies, Inc.	City Furniture	Fujitsu Network Communications Inc.
AIG	Clearwater Analytics	GAF Corporation
American Axle & Manufacturing Holdings, Inc.	Cliffs Natural Resources	Garmin International Inc.
ArcelorMittal USA	CNA	General Mills Inc.
Ascend Performance Materials	Cognizant Technology Solutions	Global Tax Management, Inc.
Aspen Technology Inc.	ConAgra Foods, Inc.	Great Lakes Dredge & Dock Company
Bankers Life & Casualty Co.	ConocoPhillips	Hajoca Corporation
BASF Corporation	Continental AG	Harris Corporation
Bechtel Corporation	Costar Group, Inc.	HCA Healthcare
Bell Helicopter Textron Inc.	Crestron Electronics	Herbert, Rowland & Grubic, Inc.
Black & Veatch Corporation	CROSSMARK	Hitachi Consulting
Blackbaud, Inc.	Dick's Sporting Goods	Honda R&D Americas, Inc.
Brocade Communications Systems, Inc.	Duff & Phelps LLC	INEOS
Burns & McDonnell Engineering Co. Inc.	dunnhumbyUSA	Infineum USA L.P.
Cargill	DuPont	Innophos, Inc.
CarMax	Ecolab Inc.	J.B. Hunt Transport Inc.
CGI Federal	Energy Services, Inc.	Kearney & Company
CH2M HILL	Epsilon	Kinze Manufacturing, Inc.
	Ernst & Young LLP	KPMG LLP
	Exel	Land O'Lakes Inc.

Lennox International Inc.
Levi Strauss & Co.
Liberty Mutual Insurance Company
Link-Belt Construction Equipment Co.
Longview Fibre Paper and Packaging, Inc.
Lutron Electronics Co. Inc.
Macy's, Inc.
Magellan Midstream Partners, L.P.
Marsh Inc.
Mattress Firm
MeadWestvaco Corporation
Mercer
Michelin North America
Milliken & Company
Minnetronix Inc.
Modern Woodmen of America
Moen Incorporated
MTS Systems Corp.
National Instruments
Naval Acquisition Career Center
Nestle Purina Petcare
NetApp
Newfield Exploration Company
Newmont Mining Corporation
Northern Tier Energy
Northrop Grumman Corporation
OCC
Odebrecht Construction, Inc.

Office of Legislative Audits
Ohio Auditor of State
Olsson Associates
Olympus Corporation of the Americas
PA Consulting Group, Inc.
ParenteBeard
Pariveda Solutions Inc.
Parsons
Polaris Industries, Inc.
Praxair, Inc.
PrimeSource Building Products, Inc.
Printpack Inc.
Procter & Gamble Co.
Protiviti Inc.
PSEG
Qualitest Pharmaceuticals
Robert Bosch LLC
Rosetta
Ross Stores Inc.
Roux Associates, Inc.
S&C Electric Co.
Sabre Holdings
SCA Americas
Selden Fox LTD
Southern California Edison Co.
Southern Company
State Street Corporation
Stryker Corporation

SWIFT
T. Rowe Price Associates
Takata
Tata Consultancy Services
Technip USA, Inc.
Tennessee Valley Authority
Teradata Corporation
The Coca-Cola Company
The Conti Group
The MathWorks Inc.
The Schwan Food Company
The Timken Company
Tindall Corporation
Toys "R" Us, Inc.
Turner Construction Company
Tyco International Inc.
U.S. Air Force
U.S. Comptroller of the Currency
Union Bank
UnitedHealth Group
Unum
Vermeer Manufacturing
W.W. Grainger, Inc.
Warner Robins Air Logistics Ctr.
WellPoint, Inc.
Westat Inc.
Westinghouse Electric Company



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